

## Marketing Information Products and Services Based on the 7P Mixed Model in Public Libraries of Yazd Province

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### Abstract

**Purpose:** This study aims to examine the status of the marketing process for information products and services in public libraries of Yazd province using the 7P marketing mix model.

**Methodology:** The research is applied in nature and employs a descriptive method. The study population consisted of 141 librarians and 82 public library officials in Yazd province, with a sample size of 145 participants. Data were collected through a questionnaire, whose reliability was confirmed with a Cronbach's alpha coefficient of 0.98. Data analysis was conducted using SPSS version 23 at both descriptive and inferential levels.

**Findings:** Results indicate that the overall application of the 7P marketing mix in public libraries of Yazd province is above average. Among the seven components, people demonstrated the strongest performance. Furthermore, significant differences were observed in the components of people and physical evidence based on gender, and in the price component based on age.

**Conclusion:** Students' various needs—except for educational needs—together with awareness of virtual space, directly and indirectly influence dependence on cyberspace through the identified mediators.

**Value:** This study highlights the necessity of greater attention to the 7P marketing mix—product, price, place, promotion, people, physical evidence, and process—as a strategic tool. Findings suggest that planners, managers, and librarians can leverage the model to strengthen library services, particularly in expanding electronic services and attracting a broader base of regular readers.

**KeyWords:** *Marketing of Information Products and Services, Marketing Mix, Marketing Model, Librarians, Public Libraries of Yazd Province.*

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## Extended Abstract

**Introduction:** Traditionally, libraries were regarded primarily as places for storing and providing access to books and other information resources. Consequently, most managers and librarians paid limited attention to introducing or promoting library services and products. However, in the contemporary information society, libraries are compelled to sustain their role and relevance by delivering diverse, high-quality services. To achieve this, they increasingly adopt marketing principles and methods to better meet user needs and ensure institutional survival.

**Purpose:** This study was conducted to examine the status of the marketing process of information products and services in the public libraries of Yazd province, with a particular focus on the 7P marketing mix model (product, price, place, promotion, people, physical evidence, and process).

**Methodology:** This research is applied in nature and follows a descriptive research design. The study population consisted of 141 librarians and 82 public library officials in Yazd province during April and May 1403 (2024). Using Cochran's formula, the sample size was determined to be 145 participants, selected through simple random sampling. The data collection instrument was a structured questionnaire developed in two parts. To ensure validity, the questionnaire was reviewed by three professors of information science and knowledge studies and one sociology professor from Yazd University. Their feedback was incorporated, and content validity was confirmed. Reliability and internal consistency were assessed through a pilot study with 30 respondents, yielding a Cronbach's alpha coefficient of 0.98, indicating excellent reliability. Data analysis was conducted using SPSS version 23 at both descriptive and inferential levels. Descriptive statistics included frequency, percentage, mean, and standard deviation, while inferential statistics employed one-sample t-tests, independent t-tests, one-way ANOVA, and Hotelling's  $T^2$  test.

**Findings:** Results of the one-sample t-test showed that the mean scores of all components of the 7P marketing mix were significantly higher than the hypothetical mean ( $X = 3.00$ ), except for the price component. The people component ranked highest, followed by place, process, and physical evidence. Table 1 presents detailed results:

**Table 1: Sample t-test results for comparing the average of each component with the hypothetical average ( $X=3.00$ )**

Component	Average	Standard deviation	Significance	T
Product	3/661	0/635	>0/001***	12/545
Place	4/286	0/741	>0/001***	20/908
Promotion	3/887	0/725	>0/001***	14/734
Price	3/087	0/880	0/235	1/192
People	4/403	0/605	>0/001***	27/909
Physical evidence	4/130	0/841	>0/001***	16/179
Process	4/148	0/648	>0/001***	21/322



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**Table 2: One-sample t-test results, comparison of sample means with hypothetical mean (X=3.00)**

Component	Average	Standard deviation	Significance	T
Marketing process	3/943	0/597	>0/001***	19/012

Similarly, analysis of the overall marketing process yielded a mean score of 3.943, which was significantly higher than the hypothetical mean, indicating that marketing practices in Yazd's public libraries are above average and in favorable condition.

Hotelling's  $T^2$  test confirmed significant differences among the mean scores of the seven marketing components, suggesting non-uniform application of the 7P model across libraries. Furthermore, inferential analyses revealed demographic influences. Independent t-tests showed significant gender-based differences in the people and physical evidence components, with women assigning higher scores than men. However, no significant differences were found in relation to academic field or professional position. One-way ANOVA indicated that educational level and work experience did not significantly influence perceptions of marketing, whereas age was significantly associated with the price component.

**Conclusion:** The findings demonstrate that the overall status of marketing in public libraries of Yazd province, based on the 7P marketing mix model, is favorable and above the average level. Managers and librarians generally hold positive attitudes toward employing marketing strategies, especially in areas other than pricing, to attract users, ensure their satisfaction, and enhance library utilization. The results suggest that public libraries in Yazd are actively seeking to improve their marketing practices, which represents an important step toward strengthening their role in society and securing a sustainable future.

**Value:** This research underscores the significance of applying the 7P marketing mix as a strategic framework in public libraries. By emphasizing product, price, place, promotion, people, physical evidence, and process, planners, managers, and librarians can enhance the quality of services offered, particularly by expanding electronic services. The implementation of this model not only contributes to attracting and retaining patrons but also ensures libraries remain dynamic and responsive institutions in an evolving information environment.

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